

Substitute for form 1449A/PTO		<b>AP5 Rec'd PTO</b> <b>10/26/2005</b> <b>10/26/2005</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)		Application Number	To be assigned
		Filing Date	February 10, 2005
		First Named Inventor	LUIS GUASDAÑAS
		Art Unit	To be assigned
		Examiner Name	To be assigned
Sheet	1	of	2
		Attorney Docket Number	16580US

U.S. PATENT DOCUMENTS						
Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Document Number		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
	A1	US-	6,338,043 B1	01-08-2002	MILLER	See attached Int. Search Report
	A2	US-	2001/0020236 A1	09-06-2001	CANNON	See attached Int. Search Report
	A3	US-	2003/0105660 A1	06-05-2003	WALSH ET AL.	See attached Int. Search Report
	A4	US-	2003/0229536 A2	12-11-2003	HOUSE ET AL.	See attached Int. Search Report
	A5	US-				
	A6	US-				
	A7	US-				
	A8	US-				
	A9	US-				
	A10	US-				
	A11	US-				
	A2	US-				
	A13	US-				
	A14	US-				
	A15	US-				
	A16	US-				
	A17	US-				
	A18	US-				
	A19	US-				
	A20	US-				

FOREIGN PATENT DOCUMENTS								
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	1
		Country Code <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
	B1	US	WO 02/19058	A2	03-07-2002	FREEADSERVICE.COM	See Int. Sch. Report	
	B2							
	B3							
	B4							
	B6							
	B6							
	B7							
	B8							
	B9							
	B10							

Examiner Signature	/James Zurita/	Date Considered	02/22/2010
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>2</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>3</sup>Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449B/PTO

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

Application Number

To be assigned

Filing Date

February 10, 2006

First Named Inventor

LEWIS, Stuart Charles

Art Unit

To be assigned

Examiner Name

To be assigned

Attorney Docket Number

16580US

## NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.†	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	C1	ATUL PHADNIS, <i>Let There Be Optimisers</i> , May 2, 2003, <a href="http://web.archive.org/web/20030502181353/www.tamindia.com/optimiser1.htm">http://web.archive.org/web/20030502181353/www.tamindia.com/optimiser1.htm</a> , pp. 1-4	
	C2	<i>Conference Transcript: Modern Concepts in Media: Optimizers</i> , October 1998 <a href="http://www.tvb.org/events/transcripts/981014/981014-opt.asp">http://www.tvb.org/events/transcripts/981014/981014-opt.asp</a> , pp. 1-20	
	C3	DE MAEYER ET AL., <i>Interactive Media Planning</i> , August 2002 <a href="http://www.columbia.edu/~rk35/media_optimizer_2003.pdf">http://www.columbia.edu/~rk35/media_optimizer_2003.pdf</a> , pp. 1-43	
	C4		
	C5		
	C6		
	C7		
	C8		
	C9		
	C10		
	C11		

Examiner Signature

/James Zurita/

Date

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02/22/2010

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